



Virtual Agent Fairs with Vietnam

U.S. Commercial Service Virtual Partner Fairs are designed to link U.S. educational institutions with valuable partners, such as high school counselors and agents, live over the Internet.

We have two primary objectives for these events:

- To provide U.S. educational institutions with an opportunity to promote their programs to high school counselors, schools abroad, agents and other partners
- To educate these overseas partners on the breadth of educational opportunities in the U.S.

Participation Requirements

- Must represent a U.S. Community College or Intensive English program
- You can connect to the virtual fair from your home or office, but you need to have a high-speed Internet connection to participate in this event
- You will need a touch-tone telephone to deliver the audio portion of your presentation
- We suggest you participate in a WebEx training session (15-20 minutes) with our team.

Guidelines for Presentations:

- Presentations are 5 minutes and can be a combination of PowerPoint and testimonial from a current student you have at your educational institution from Vietnam
- Market Your Niche / What makes your school unique (see below suggestions)
- Talk about Partnerships, such as with 4-year colleges and universities
- Mention international student housing and if it's year-round
- Provide details on how students, from Vietnam, have done at your school
- Discuss international student clubs / programs
- Illustrate value of studying in your geographic environment, such as suburb of major city

Guidelines for School Materials:

In advance of the virtual agent fair, please express courier 20 sets of your schools brochures, introductory letters to the partners, business cards, CDs or DVDs, and other materials to our below office that will provide packets to the prospective partners:

Attention: Mr. Dao Le, Commercial Officer
U.S. Consulate General
Saigon Centre, 65 Le Loi Boulevard, 9th floor
Ho Chi Minh City, Vietnam
Tel: +84-8-825-0490

Cost of Virtual Partner Fair: \$500 per educational institution

*U.S. Commercial Service is mandated by Congress to have cost recovery for its programs

If you have any questions or would like additional information, please contact:

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